GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1732
ANSWERED ON:25.07.2002
ADVERTISEMENT RELEASED TO NEWSPAPERS JOURNALS
RAM TAHAL CHOUDHARY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there are certain newspapers and journals in Delhi which, though being published in smaller numbers, are receiving advertisements of lakhs of rupees per year;

(b) if so, the facts thereon and the reasons therefor; and

(c) the amount of advertisements given to these newspapers and journals having their offices in the North Avenue and South Avenue in Delhi during the last three years?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b) : The Directorate of Advertising & Visual Publicity (DAVP) releases advertisements to only those newspapers/journals as are empanelled with it. For empanelment of newspapers/journals the DAVP takes into account circulation assessed by Audit Bureau of Circulation or Registrar of Newspapers for India or Chartered Accountant Certificate.

(c) : As per record available for the last three years, only two newspapers namely `People Victory` and `Lok Astha`, both Hindi weeklies published from addresses on North Avenue, New Delhi, were on the approved panel of the DAVP.`People`s Victory` was on DAVP`s panel for the year 1999-2000 and `Lok Astha` was on the panel for the year2001-2002. Advertisements amounting to Rs.13,976/- and Rs.10,608/-, respectively have been released to these papers.